

Position Title and No.	Skills, Marketing and Education Expert
Name of Expert:	Dr. N V R Nathan
Date of Birth:	11/04/1957
Country of Citizenship/Residence	India

Author of 3 Books on Retailing

Education:

Degree	University/Institution	Year in which obtained
PhD in Business Studies (Micro Entrepreneurial Development)	Bridgewater University.UK	2003
MBA (Marketing)	IGNOU	1997
MA (Economics)	Mysore University	1992
Post Graduate Diploma in Marketing Management	IGNOU, New Delhi	1995-96
Diploma in Management	IGNOU, New Delhi	1994-95

Employment Record relevant to the assignment:

N. V. R Nathan is a PhD in Business Studies (Micro Entrepreneurial Development), MBA (Marketing), MA (Economics), PGD in Marketing Management, Diploma in Management and has over 35 years of extensive experience in Academics, Skill Development, Strategic Management, Operations Management, Business Development and Channel Management / Distribution in the manufacturing and service industry. He has experience in management of large-scale education and skills development projects and holds expertise in education programmes for Minority youth and other relevant education programmes and schemes, with specific knowledge of the open-school system in India (NIOS, and other state-level open schools), including enrolment, training, pattern and schedule of examinations and certifications. He was involved for over 3 years with NIMI-Chennai (National Institute of Media Instruction) for Preparation of Course material for online education for Apparel, Textiles, and Retail & Hospitality sector.

He is also on the Expert Committee of Indira Gandhi National Open University through Retailers Association of India for development of Course content for Retail Diploma, Undergraduate as well as post graduate program. He has authored three books on Retail In India and 3rd book published recently including the retail in post covid19 Era.

He also holds expertise in reviewing programmes and materials, student support systems, assessment strategies, administrative systems, the NSQF and its compliance requirements, understanding of Common Norms for skills development as notified by the government and has worked with senior – level government officials at Ministry of Textiles & DGET for over 8 Years.

He has worked in the area of Setting up of over 32 Apparel Parks as well as Skill Development Centers in India, Sri Lanka, Cambodia, Mozambique, Kenya and Hong Kong and has been responsible for setting up 344 Skill development Training Centers. He has been responsible for training and placing in Industry 2,50,000 youths and has received “Bharat Gaurav” award in Year 2003. Over 30 % of 2,50,000 youths are from Minorities community, SC&ST and are women.

He has been associated with various projects in Skill Development, Training and Placement, which include establishment of country’s first Multi-skill Development Facility for 9 sectors in Chennai with NSDC Funding of INR 110 Crores, Cluster development initiative for Apparel & Textile Sector to develop and explore feasibility for setting up 32 Apparel & Textile Parks in 17 States in India, Skill Development Project supported by Ministry of Rural Development to Train & Place 5 Lakh BPL youths in 5 years in the Apparel sector with a budget of INR 500 crores and setup 70 Training Centres. He was responsible for revival of “APCO” the Apex Handloom Marketing body of Government of Andhra Pradesh and **implemented successfully the DDHYP Scheme and SGSY program in East Godavari for training of 13500 weavers’ family who are from Minorities community.**

He has successfully set up 4 Fashion Institutes including National Institute of Fashion Technology (NIFT) at Hyderabad & Chennai, Army Institute of Fashion & Design, Bangalore 2 Management Colleges, one Hospitality Management Institute & Institute of Apparel Management, 35 ATDC Centres and 315 Skill development Centres across the country supported by Ministry of Rural Development. He has been awarded “Bharat Gaurav Award” and “Samaajshri Award” for outstanding contribution in area of Rural Education & Women Empowerment. The 35 ATDC centres train annually over 35000 youths from Minorities communities under special grant and are placed successfully in the Industry. “Samaajshri Award” has been for the contribution of Training and placing of youths from Minorities/ SC/ST across 17 states.,

Period	Employing	Country	Summary of activities performed relevant to
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	organization and your title/position. Contact in for references		the Assignment
May 2021	PSGRKCW Coimbatore	India	Advisor & Consultant
Nov 2020 Till Date	APIIC, Government of AP Sr Advisosr & Consultant		Consultant for setting up Apparel Cluster in Ananthapur Project cost 480 Crores Consultant to CMD under the aegis of Government of Kerala for setting up Marketing for Kerala State Coir Corporation Ltd, Foam mattings Ltd & Coirfed Limited
April 2019 Till Date	Capacity Building Marketing with Center For Management Development under Government of Kerala	India &UK	Name of assignment or Project: Setting up of Centre of Excellence-Multi Skill Development Centre. Project Cost :150 Crores Location :Kurnool in Andhra Pradesh Main Project Feature: Setting up of Multi Skill development Facility for 12 sectors with Technical Collaboration of TAFE, Australia & Christiani Sharpline-Germany.
April 2017-Mar 2019	CEO, SIMS Healthcare (P) Ltd		
	CEO, Senior Director & Consultant, The Clothing Manufacturers Association of India (CMAI)	India	Name of assignment or project: Training of Sewing Machine Operators for Apparel Sector Project cost 58 Crores Year: 2014-2017 March Location: 8 States 5 in South, Maharashtra, Madhya Pradesh & Gujarat Client: Clothing Manufacturers Association of India & Ministry of Textiles, Government of India Main project features: To setup Training Centres in 8 States to Train & Place 45000 Sewing Machine Operators out of which 25% are from Minorities, SC & ST Community. Positions held: CEO from 2014-2017 March Activities performed: Setup 100 Training Centers in 8 States out of 50 in the very first year of Operation. The project envisages to complete training of 35000 Beneficiaries by April 2017.
December 2014 – March 2017			
June 2012 - Nov 2014	Advisor- Training & Skill Development, Amalgamated Bean Coffee Trading Company Limited CAFÉ COFFEE DAY	India	Name of assignment or project: Setting Up Multi Skill Development Centres in Hospitality Sector Project Cost 300 Crores Year: 2012-2014 Location: Pan India Client: Amalgamated Bean Coffee Trading Company Limited (ABCTCL) (Café Coffee

			Day) & Ministry of Rural Development, Government of India Main project features: To Setup 30 Training Centres in India to Train 50000 Youths in 3 Years to work for ABCTCL as Champion Employer for Hospitality Sector. Positions held: Advisor & Consultant Activities performed: Setup 30 State of Art Training Centers in 22 States to enable first of its kind in India to Train for Café Coffee Day for their Captive Manpower requirement of 10000 employees annually.
September 2009 - March 2012	Chief Operating Officer, Everonn Skill Development Limited	India	Name of assignment or project: Setting up of Multiskill Development Training Facility Project cost 110 Crores Year: 2009-2012 Location: Pan India Client: Everonn Skill Development Limited- NSDC Joint Venture Main project features: To Setup 60 Multi Skill Training Centres in India for 9 Sectors namely Apparel, Textile, Retail, Health Care, Hospitality, Engineering, Automobile, and Simulation Welding etc. Positions held: Chief Operating Officer Activities performed: Setup 60 Training Centers in India to Train 1,00,000 Youths in 3 Years for Apparel, Textile, Retail, Health Care, Hospitality, Engineering, Automobile, simulation welding etc. in 9 States out of which 32 Health Care Skill Labs were set up in Bihar under guidance of UNICEF & USAID.
February 2007 - August 2009	Vice President - Training & Manpower Development, IL&FS CDI Limited	India Srilanka Cambodia Hong Kong	Name of assignment or project: Establishing 80 Skill Development Centres for Apparel Sector Project Cost 150 Crores Year: 2007 to 2009 Location: Pan India Client: IL&FS - Cluster Development Initiative Main project features: To train & place in Apparel Industry 50000 Youths in 5 years Positions held: Vice President-IL&FS/ Director-APTEX Ltd Activities performed: Established 65 Training centres in One Year and Trained & Placed 50000 Youths in Apparel Sector in 3 Years.
July 2006 - Jan 2007	Deputy Director General, AEPC (Ministry of Textiles)	India	Nathan was the Deputy Director General at Apparel Export Promotion Council. Name of assignment or project: Apparel Training & Design Centre (ATDC) Project Cost 350 Crores

			<p>Year: 2003-2004 Location: Pan India Client: Apparel Export Promotion Council (AEPC) Main project features: To expand ATDC Centres in States where skilled manpower are required in Apparel Sector Positions held: Senior Director- Deputy Director General Activities performed: Expanded ATDC Centre's from 13 to 35 Centre's in 17 States in India including Bihar, Orissa, Kolkata, Kerala, Tamil Nadu, MP, UP & Haryana.</p>
July 2004 - July 2006	Founder Director, Army Institute of Fashion & Design on Deputation from Ministry of Textiles	India	<p>Nathan was the Founder Director at Army Institute of Fashion & Design was responsible for raising the Institute & obtaining University Approval for running UG& PG Programme in 3 months.</p>
July 2003 - June 2004	Founder Director, India 2020 Centre For Societal Transformation & Leadership	India	<p>Name of assignment or project: PURA – Providing Urban Amenities in Rural Area under Guidance of Former President of India Dr. Abdul Kalam. Project Cost 3500 Crores In 4 southern States. Year: 2003-2004 Location: Pan India Client: India 2020 Centre for Societal Transformation & Leadership. Amrita University. Main project features: To develop 4 PURA with proper infrastructure Roads, Schools, ,Hospitals & Create manufacturing hub to provide employment for youths. Positions held: DIRECTOR Activities performed: Raised 50 Crore fund from 10 corporate as seed capital to kick start of project and worked on PPP mode.</p>
June 1999 - June 2003	Director and Chairperson of Department of Fashion Management Studies, NIFT, Hyderabad & Chennai	India	<p>Name of assignment or project: Women Empowerment- Andhra Pradesh-East Godavari District Project Cost 38 Crores Location: East Godavari District Andhra Pradesh Client: Government of Andhra Pradesh Main project features: To setup 60 Training Centres in East Godavari District to train 13500 Women in 3 years to empower them as Self Help Groups 80% of them from Minorities communities. Positions held: Director, National Institute of Fashion Technology, Hyderabad Scheme Implementation Partner</p>

			Activities performed: Setup 60 Training Centers in East Godavari District to Train 13500 women in 3 years to empower them as Self Help Groups out of which 3300 women turned entrepreneurs to set up Garment Manufacturing Units under Co-operative System.
June 1998 - May 1999	Director (Education & Training), Nebula Systems Ltd.	India	Nathan was heading the Education and Training Department at Nebula Systems Ltd. Which is based in USA.It was country's first Online Retail Academy.
1996 - 1998	General Manager-Operations, Shoppers' Stop Pvt. Ltd. Unit II	India	Nathan was managing the Operations at Shoppers' Stop Pvt. Ltd. Unit II in Bangalore and was responsible in setting up Shopper's Stop at Hyderabad & New Delhi.
1987 - 1996	Branch Manager (South and East), Reliance Industries Ltd. Mumbai	India	Nathan was managing the Southern and Eastern Region at Reliance Industries Ltd. Mumbai During his tenure he launched ONLY VIMAL Brand for Reliance.
1984 - 1987	Advertisement and Commercial Manager, "The Citytab", Bangalore, Bombay and Madras	India	Nathan was the Advertisement and Commercial Manager at "The Citytab", Bangalore, Bombay and Madras
1979 - 1984	Field Sales Supervisor, Detergents India Ltd, Madras	India	Nathan was the Field Sales Supervisor at Detergents India Ltd, Madras
1976 - 1979	Sales Representative, Hindustan Lever Ltd. Madras	India	Nathan was the Sales Supervisor at Hindustan Lever Ltd. Madras

Membership in Professional Associations and Publications:

Professional Certification or Membership in Professional Associations

- Associate Member- DMI, Boston
- Academic Advisory Board Member- ATM, Bangalore University
- Member- International Vocational Education & Training Association-USA
- Course Editor & Advisory Board member IGNOU New Delhi (Retail Management)
- Expert Committee Member-IGNOU
- Advisory Board member –Future Group
- Member-CII Skill Committee
- Member- BMA, Bangalore
- Life Member-IETE, Mumbai
- Member- AIMA, New Delhi
- Associate Member- NRF, Washington
- Qualified ISO Auditor

- Board of Studies Member, Garden City University.

Other Relevant Training/ Certification: IIM-Indore- Leadership Development

Language Skills:

Language	Speaking	Reading	Writing
English	Excellent	Excellent	Excellent
Hindi	Excellent	Excellent	Excellent
Tamil	Excellent	Excellent	Excellent
Telugu	Excellent	Excellent	Moderate
Kannada	Excellent	Excellent	Excellent
Malayalam	Moderate	Moderate	-

Adequacy for the Assignment:

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
<p>Leading and Providing expert inputs on the following:</p> <ul style="list-style-type: none"> • Management of large-scale education and skills development projects • Education programmes for Minority youth and other relevant education programmes and schemes, with specific knowledge of the open-school system in India (NIOS, and other state-level open schools), including enrolment, training, pattern and 	<p>N. V. R Nathan has over 35 years of extensive experience in management of large-scale education and skills development projects and holds expertise in education programmes for Minority youth and other relevant education programmes and schemes, with specific knowledge of the open-school system in India (NIOS, and other state-level open schools), including enrolment, training, pattern and schedule of examinations and certifications.</p> <p>He also holds expertise in reviewing programmes and materials, student support systems, assessment strategies, administrative systems, the NSQF and its compliance requirements, understanding of Common Norms for skills development as notified by the government and has worked with senior – level government officials.</p> <p>He has worked in the area of Setting up of Apparel Parks as well as Skill Development Centers in India, Sri Lanka,</p>

<p>schedule of examinations and certifications</p> <ul style="list-style-type: none"> • Reviewing programmes and materials, student support systems, assessment strategies, administrative systems, the NSQF and its compliance requirements, understanding of Common Norms for skills development as notified by the government • Study of the existing data validation mechanism and propose further measures • Verification of DLIs as per the agreed terms, through paper and physical verification • 	<p>Cambodia, Mozambique, Kenya and Hong Kong and has been responsible for <u>setting up 344 Skill development Training Centers. He has been responsible for training and placing in Industry 2,00,000 youths and has received “Bharat Gaurav” award in Year 2003.</u></p> <p><u>He has been associated with various projects in Skill Development, Training and Placement, which include establishment of country’s first Multi-skill Development Facility for 9 sectors in Chennai with NSDC Funding of INR 110 Crores, Cluster development initiative for Apparel & Textile Sector to develop and explore feasibility for setting up 32 Apparel & Textile Parks in 17 States in India, Skill Development Project supported by Ministry of Rural Development to Train & Place 5 Lakh BPL youths in 5 years in the Apparel sector with a budget of INR 500 crores and setup 70 Training Centres.</u></p> <p>He was responsible for revival of “APCO” the Apex Handloom Marketing body of Government of Andhra Pradesh and implemented successfully the DDHYP Scheme and SGSY program in East Godavari for training of 13500 weavers’ family. He was also responsible for revival of Co-Optex in Tamilnadu & KHDC in Karnataka and was responsible for launch of SILK Mark for Mysore Silk along with GI Patent. GI Patent was also awarded to Poochampalli & Ahimsa Silk through his efforts.</p> <p><u>He has successfully set up 4 Fashion Institutes including National Institute of Fashion Technology (NIFT) at Hyderabad & Chennai, Army Institute of Fashion & Design, Bangalore IILM Institute of Fashion,2 Management Colleges(IILM), Hospitality Management Institute & Institute of Apparel Management, 35 ATDC Centres and 315 Skill development Centres across the country supported by Ministry of Rural Development</u></p>
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Expert's contact information: (e-mail: nvrnathan@gmail.com, phone: 8451808979)

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.



(N.V.R. NATHAN)

Mr. N.V.R Nathan, Skills Marketing & Education Expert ,

11/11/2021

Name of Expert
Date

Signature
